

**Bloomington Urban Enterprise Association  
Board Meeting Minutes  
City Hall, McCloskey Conf. Room - 401 N. Morton St.  
1-9-19**

**ROLL CALL**

**Members Present:** Julie Donham, Jane Kupersmith, Chris Sturbaum, Paul Ash, Margaret Fette

**Members Absent:** Darcie Fawcett, Jackie Yenna

**City Staff Present:** Brian Payne, Laurel Waters

**APPROVAL OF MINUTES – December 12, 2019**

Jane made a motion to approve the minutes. Paul seconded that motion. Motion passed unanimously.

**REPORTS FROM OFFICERS & COMMITTEES**

**Director's Report** – Brian reported the following:

Brian reported on membership. Darcie Fawcett has stepped down and assumed her duties as judge. Darcie is a City Council appointment and the only requirement is that the replacement be a zone resident, and cannot be the same political party as Margaret. Brian will work with Steven Lucas. The appointment's committee will meet 1.9.19 at 6pm. This will only be a discussion. Chris explained this is a three member committee, Jim Sims, Allison Chopra, and Chris Sturbaum. Procedural discussion ensued.

Brian reported on the progress of the Zone renewal and how it will progress through the City Council. This renewal will be for 5 years, retroactively starting on January 1.

Brian reported on the processing of EZIDs. The Association of Indiana Enterprise Zones will accept the 1% processing fee, not the State IEDC. Brian does not think this will affect the BUEA. The compliance fee will still be paid directly to the BUEA, and IAEZ will also be paid directly.

- **Financial Report** – Brian reported \$6900 was spent last month for zone art grant recipients. Final expenditures are \$191,000, which does not include the check for the CDFI. The balance from the budget is \$102,000 less than anticipated spending. However, some of this amount are committed to zone art grants and scholarships that will be reimbursed later.

Brian stated the amount in deposits last year was \$560,000 and \$229,000 was spent.

**NEW BUSINESS**

- 2019 Draft Budget Discussion and approval

Brian presented the 2019 draft budget. He explained some lines have been removed; Hospital Renovation Fee and Grease Interceptor program. Additions of \$5,000 to Advertising/Marketing which is under the administrative budget. Brian stated there have been a few applications for the business scholarship and felt it would be maximized this year. He added the group can discuss adding more money to this program. There is nothing in the budget this year for CDFI, and the one million will be shown as a 2018 carryover.

The overall consensus of the group was positive.

Motion was made and seconded to accept the proposed budget as it stands. The motion passed unanimously.

- Marketing/Communications plan

Brian presented a scope of work and job description for the hiring of a PR professional to help the BUEA advertise themselves, and what they offer to the community. Discussion ensued on the scope of work language and next steps.

There was discussion on how to spend the money, i.e., hire a firm, hire a freelancer, create a quasi-intern/fellow position. Brian stated his opinion was to hire an individual rather than a firm, so the money went for the work, rather than overhead, etc. Jane agreed, as a business owner, when she worked with firms it seemed there were many cooks in the kitchen, and a lot was lost in translation. Jane stated they have had success with freelancers. Julie agreed, and felt a freelancer is the bet as opposed to a firm; however, many years ago they did reach out to a graduate student which was also a success. Margaret felt she has had both positive and negative experiences with both freelancers, and firms.

This was not an action item. No vote taken, however, Brian did ask for feedback on what he presented. He will send the final version to the Board for review, then it will be sent out to a list of vendors.

The amount in the budget can be adjusted if needed.

There will be follow up at the next meeting.

### **UNFINISHED BUSINESS**

- CDFI Update

Jane reported the first CDFI meeting has been held. The Board is called the CFB “CDFI Friendly Bloomington. Discussion ensued about how the CFB may evolve. In the year 2027, the founding organizations may lose their seat on the Board unless amended in the by-laws. Brian felt this may have been added so that it did not echo into perpetuity; if they don’t state what happens in 20 years, then we could be 150 years down the road, and that provision is still there. Alex agreed he did not believe it was a hard stop, it is an option. Alex stated, while he did not fully understand why this was added, he could surmise that the economics of the organization over time will start to change, they will be less dependent on seed funding and more dependent on other funds, and the board should reflect a different composition.

Brian stated next steps for the CFB will get be to get a bank account and hire someone to be the Executive Director. Mark has met his private fund raising goals so there will be a big announcement as to who the partners are. Alex added Mark will stay on for a while until the permanent staff is settled.

### **GENERAL DISCUSSION**

Alex talked about Catalent which is an important project in the Zone. Alex will keep the Board updated as the project progresses. Catalent will be pursuing a traditional Tax Abatement. Brian added anyone working at Catalent would still qualify for the wage deduction.

### **ADJOURNMENT**

Jane made a motion to adjourn. Julie seconded the motion. Meeting adjourned at 1:33 p.m.